



NEWS ADVISORY

For Immediate Release
Tuesday, April 16, 2002

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“Stop the Spots” Event Kicks Off National Infant Immunization Week

WHAT: In celebration of National Infant Immunization Week, April 14-20, 2002, the Every Child By Two Task Force and the Utah Department of Health will highlight the importance of timely immunizations for infants and children. Children from Rose Park’s Backman Elementary School will perform a song and participate in a “rock-climbing” competition to emphasize the importance of reaching for the goal of eliminating vaccine-preventable diseases.

WHO: First Lady, Jacalyn S. Leavitt, Chair of the Every Child By Two Task Force

Dr. William Cosgrove, Cottonwood Pediatrics, Chair of the Private Provider Committee of the Every Child By Two Task Force

Rebecca L. Ward, Utah Department of Health, Immunization Program

WHEN: Tuesday, April 16, 2002, at 10:30 a.m.

WHERE: Galyan’s Sports & Outdoor Adventure Store, 41 S. Rio Grande Dr., located on the west side of the Delta Center in the Gateway Plaza, SLC. Underground parking is available by entering at 400 West and 100 South. Limited parking may be available on the north side of Barnes & Noble.

PHOTO OPS: Students from Backman Elementary will be covered with red spots to draw attention to how infectious diseases can be spread. Following the press conference, students will scale the rock wall (marked with various vaccine-preventable diseases) to see how many diseases they can eliminate as they strive to achieve the highest goal – eliminate all vaccine-preventable diseases. Prizes will be awarded to climbers based on the various levels reached. Grizzbee from the Utah Grizzlies will make an appearance to meet the children and cheer them on as they scale the wall. Refreshments will be served.

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